

ITEM 7
BILL 69 (2013)

From: Nancy Stockert [stockert@hawaii.edu]

Sent: Saturday, April 19, 2014 8:13 PM

To:

Subject: Bill 69 Hearing

Testimony relating to Bill 69, the Mayor's Proposal to Sell Advertising on the Outside of City Buses.

I grew up in Hawaii and I have seen that lack of careful planning has destroyed much of the islands' beautyand it's attractiveness to tourists.

I strongly oppose the proposal to sell advertising on the outside of city buses, for the following reasons:

1) Many, many years ago, Hawaii banned billboards. This has created a local ambience which is not disrupted by huge advertising signs. The current proposal will undermine that ambience considerably by creating huge moving advertising signs throughout the city. More of Hawaii's beauty will be destroyed....and even if one doesn't care about local residents, Honolulu will become less desirable to tourists; there will be just one more tacky aspect added to the overcrowding in Waikiki, etc. etc.

2) Approval of this measure would open the door to other such advertisements...on buildings, overpasses, etc...in other words it will undercut the original ban on billboards, which has saved Hawaii from the degradation experienced by many other cities. Hawaii has very little left of its natural beauty, thanks to overdevelopment/lack of planning/continual disregard for zoning regulations. This bill would pave the way for further destruction of our fantastic natural resource. Again, if one needs to think in terms of dollars, it would make Honolulu less desirable to tourists.

3) The bus system should be maintained without cuts; it is an essential piece of our transportation system. However, this bill will not add substantially to the bus service income, especially given legal battles which will ensue should the bill be passed. There are other options for funding the bus system, options that do not further denigrate the natural landscape of Honolulu.

Submitted by: Nancy Stockert, 1929 Kakela Drive, Honolulu, HI 96822

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